

In this issue:

Innervision.....	1
Façade Grants.....	1
Sharon Ambrose.....	2
Dennis Bourgault.....	2
Fusion Grill.....	3
Groovy dc.....	3
Jackie Walker.....	4
Hoopla.....	4
Stitch Expands.....	4
BR Fest.....	5
Molly Leaves.....	5
Merchant Tips.....	5
Small Business.....	6
Customer Service.....	7
Los Placitas.....	7
Façade Guidelines.....	7
Calendar.....	8

.oOo.

Visit Us on the Web
www.barracksrow.org



Ms. Rollings keeps her stock in order

Innervision Art and Office Supply Store

Innervision art and office supply store is run by one of the longest existing merchants on Barracks Row, JoAnn Rollings, who opened the shop on 8th Street in 1982. Initially started by her husband in 1976 as an art supply store in Brookland, Mr. Rollings wanted to open a second location on Capitol Hill. Mrs. Rollings left her job with the District's school system to manage the new store on the 600 block of Pennsylvania Avenue, SE and test out the new location. The store relocated to its present site at 8th and G Streets, SE, after carrying art supplies for a year and then expanding into office supplies to fill that need for the Capitol Hill community.

"The Hill changes so quickly with politicians leaving every four years and demographics changing in the neighborhood,"

Mrs. Rollings says. "When we first opened, there was no Office Depot, so everyone came here, but with the Hill being so transitional, I have to work at getting my name out there all the time so people know about us and what we sell."

Innervision offers a variety of products and services perfect for artists and non-artists alike. While the main floor may not look as large as Staples, Innervision stocks everything from paints and brushes, clay, ink, and markers for serious artists to printer templates and poster board. You won't believe your eyes at the thousands of items in stock right here on Barracks Row. And, if you cannot find it yourself, it could be available in the stock room – so ask.

Unlike chain art supply stores, Mrs. Rollings and her staff will order what you need for next day delivery. And, they can help you identify the right product if you describe your project. For example, if you are trying to create a table tent to sit next to your cash register, staff can suggest a number of ways to complete your project.

If you need business cards printed, Innervision will have them the next day, in addition to printing invitations, envelopes, or any custom job. Most recently, Innervision expanded by carrying framed art and office furniture, too. And photocopies are also available for your convenience.

Stop by to meet the staff and see what Innervision has to offer. You will find them at 701 8th Street, SE; (202) 544-4664.

Barracks Row Main Street Can Help You Pay for a New Façade!

If you want to improve your façade, change your glass windows, remove your security bars, or update a sign for your business, BRMS can pay for half, thanks to a matching grant from Mayor Anthony Williams and reStore DC. Plans for façade improvements are reviewed and approved by the BRMS Design Committee and the DC Historic Preservation Office, and accepted grantees will be reimbursed for half of the cost of the improvements, not to exceed \$5,000 per building (1:1 match). Signs and awnings typically cost \$2,000-\$4,000, and storefront improvements can cost about \$2,000-\$20,000, depending on the work being done. For a grant application, visit the BRMS website and click on the Design page or call (202) 544-3188.



Linda Gallagher gives Sharon Ambrose and Marge Francese their awards

Extraordinary Service Awards Presented to Ambrose and Francese

By Molly Hartman

Two awards for extraordinary public service and support for Barracks Row Main Street were given out at the Barracks Row Annual Meeting Celebration. Ward 6 Councilmember Sharon Ambrose and her Chief of Staff, Marge Francese, were recognized for their service and friendship to BRMS.

Councilmember Ambrose, who is

Merchant of the Year Award Given to Chateaux Animaux

By Molly Hartman

Dennis Bourgault of Chateau-Animaux was honored with the Merchant of the Year Award at the Barracks Row Annual Meeting Celebration this year on June 20th. A newcomer to 8th Street, Bourgault has expanded his business and services to fill the new space. Dennis has been in the pet-goods business for more than 10 years, and in that time he has gone from selling pet gifts and goods on weekends at Eastern Market, to a retail store on 7th Street, SE, to his current two-story 8th Street retail space complete with “ba(r)kery,” premium pet foods and supplies, do-it-yourself dog washing, grooming services, live fish and aquariums, and cage supplies.

His business is flourishing in its new, larger location that allows him to better serve his customers. Although Bourgault works hard to respond to customer needs and offer superior service, he attributes his success on Barracks Row in part to

also chair of the Council Committee on Economic Development, is retiring at the end of her term. She has been a strong supporter of DC Main Streets and Barracks Row Main Street over the years, and most recently helped BRMS acquire a grant for the creation of the Barracks Row Cinema. “She has been tenacious in her support of

Barracks Row,” says Linda Gallagher, president of BRMS. “The grant she has helped us get will enable us to pursue purchasing a building for a cinema, which will be one of the most important draws to revitalize Barracks Row. She’s a great supporter of the arts and we will miss working with her greatly.”

Francese has helped BRMS navigate the city government, helping with permitting, signage, and grant approval. “Marge in charge,” as she is fondly referred to, is always approachable, and has gone way above and beyond the call of duty in assisting Councilmember Ambrose as well as Barracks Row Main Street.

Special thanks to Cissy Webb of Frame of Mine for hand making and framing the awards given out at the ceremony!

community involvement, too.

“Everyone works together here,” Bourgault says. “The main thing is participating in the community, working with Barracks Row Main Street, CHAMPS, and the Capitol Hill BID.”

Barracks Row Main Street Board President Linda Gallagher, who presented the award to Dennis at the Annual Meeting Celebration, attributed his success to his involvement in the Capitol Hill business community and the risks he took investing in a building on 8th Street long before the streetscape renovations.

“He’s a leader when it comes to the quality of his marketing and merchandising, and his window displays and façade are a model for the rest of the business community,” says Gallagher. “He has raised the bar on Barracks Row and all of Capitol Hill.”

Go congratulate Dennis! You can visit Chateau-Animaux at 534 8th Street, SE, or on the web at www.chateau-animaux.com.

The mission of Barracks Row Main Street is to revitalize 8th Street SE reconnecting Capitol Hill to the Anacostia waterfront and benefiting the local community.

Barracks Row Main Street
733 8th Street SE; Unit A
Washington, DC 20003
phone (202) 544-3188
fax (202) 544-3131
www.barracksrow.org

Officers:

Linda Parke Gallagher
Co-Chair & President

George A. Didden, III
Co-Chair & Treasurer

Alan P. Dye, Esq.
Secretary

Directors:

Dennis Bourgault

Sara Capella

Marie Connolly

Jeff Davis

Amanda Didden

Maurice Kreindler

Susan Perry

Michael Stevens

E. Linwood Tipton

Jackie Walker

Billi Jo Zielinski

.oOo.

Staff:

Bill McLeod, Exec. Dir.

Szechuan House Reopens as Fusion Grill

Szechuan House reopened on July 24th as Fusion Grill with a renovated façade and dining room and an updated menu. Stanly Cheung, the son of owner Danny Cheung, is now managing the newly re-launched establishment and was heavily involved with creating the new design and updating the menu. The updated storefront is now gold with a neon sign inset in a new black awning. The menu offers Asian fusion cuisine, such as Chilean sea bass and barbecued eel, in addition to their traditional Chinese fare (available for carry out and delivery only). “We saw the neighborhood changing and wanted to keep up with the evolving demographics of the community,” said Cheung. “Having been in business here for over 22 years, we could not continue doing business the same way. Our reason for changing the design and menu was to capture more of today’s residents, visitors, and growing office market.”

The restaurant is still in its soft opening stage, and the official grand re-opening will take place on September 4th and 5th. The party will be serving plum-themed cuisine on the two nights, and reservations are required. There will be two seating times: 6:00 p.m. and 8:00 p.m. Dinner will consist of soup, appetizer,

entrée, salad, and dessert, and an alcoholic beverage will complement each of the five courses.

Fusion Grill is open every day for lunch and dinner with outdoor café seating. You can visit them at 515 8th Street, SE, or call (202) 546-5303 for a reservation.



Stanley in front of Fusion Grill before the soft opening



Manuel and Dennis cannot wait to open their new gift shop

Something Groovy Opens On Barracks Row!

The buzz on the street started when the new paint colors were being applied to the exterior of the building, and continues inside. Longtime friends Manuel Cortes and Dennis DeWees are the two local residents/entrepreneurs behind Groovy dc whose

dream was to open a shop offering a wide range of stationary and gifts from local artists and other small business start-ups in the area.

Groovy dc sells cards, boxed stationary, journals, books, calendars, local souvenirs, and balloons for all occasions. They also stock candles, candleholders, art glass, gifts for new mothers and tots, women’s jewelry, picture frames, barware, and other small home accessories. When you find that special Groovy gift, they have everything you need to wrap it up in beautiful papers, tissues, bags, and ribbons.

“This store has evolved into something greater than we ever imagined,” says co-owner Manuel Cortes. “Years of talking about this project with Dennis, and now our dreams have come true.”

The newest retail store to join Barracks Row, Groovy dc offers a fresh, fun shopping experience for that last minute card and gift for any occasion at an affordable price. And, they plan on participating in the ever popular Second Saturday monthly arts promotion. Groovy dc is located 428 8th Street, SE, and they can be contacted at (202) 544-6633 or www.groovydc.com.



Jackie Walker opens a second Nationwide

Jackie Walker Agency Expands

The Jackie Walker Agency expanded to Anacostia this past June. After being in business on Barracks Row for four years, Walker decided

to open her second Nationwide insurance office across the river in Far Southeast. Employee Raeshaun Tyson, who worked in Walker's office for several years, is the manager of the new location and is a native of Southeast DC, so she knows the area well.

The expansion was partly based on Walker's success in the insurance business and partly recognizing that East of the River is an underserved community. Her motto is: "Why go across the river when you can go across the street for your insurance needs?"

"Nationwide prides itself on serving everyone, from modest credit individuals, less than perfect driving records, and the business community," says Walker. "And, the demographics are good in Ward 7 and 8. I see a lot of development happening in Anacostia: Skyland Shopping Center, Giant, etc., so I believe the time is right to expand."

The new Jackie Walker Agency is located in the Park Village Shopping Center at 1561 Alabama Avenue. SE (202) 678-7771 or

Hoopla Certified by Co-Op America

Hoopla Traders is committed to socially responsible business practices and is now certified by Co-Op America, which supports the triple bottom line – people, planet, and profits. Laurie Morin and Denise D'Amour, co-owners of Hoopla, believe that good business means building relationships – with artisans, consumers, and the community. Hoopla is proud to be a member of Co-Op America's Business Network, which is a nonprofit organization dedicated to harnessing the economic power of consumers, investors, and businesses to promote social justice and environmental sustainability. As a consumer, you can be confident that businesses bearing the Co-Op America Seal of Approval operate in ways that support workers, nurture communities, and protect the environment. Hoopla is located at 733 8th Street, SE or visit them on the web at www.hooplatraders.com.

Stitch DC Opens Third Store

Stitch DC has been on the fast track since it opened in June of 2004. The yarn and knitting shop opened a second location in Georgetown after six months of business on Barracks Row, and now they have opened a third DC location in Chevy Chase near the Avalon Theater.

"The location and time were right to open a store near the Avalon Theater, which is a huge traffic generator," says Marie Connolly, owner of Stitch DC. "While our biggest store is on Barracks Row and we offer classes there, I'm using these satellite locations to draw people to our flagship store."

You can visit the new shop at 5520 Connecticut Avenue, NW, or the main location at 731 8th Street, SE, and you can visit Stitch DC on the web at www.stitchdc.com.



Barracks Row Fest – September 16, 2006

The fourth annual Barracks Row Fest is coming Saturday, September 16! The street festival runs from 11:00 a.m. to 5:00 p.m., which means that the 400-700 blocks of 8th Street will be closed to traffic from 6:00 a.m. until 8:00 p.m. to prep and clean-up the site. There will be a musical stage all day at the intersection of 8th and G Streets, SE. Also, the Engine 18/Truck 7 Firehouse will be hosting an open house, so the 400 block will be very active.

Because Barracks Row now has 25 restaurants, we are limiting the number of food vendors, so we encourage Barracks Row restaurants to make their outdoor cafes as enticing as possible with flowers, costumed characters (head to Back Stage!), or greeters to invite new customers in. Also, no alcohol will be

served in the street, so patios with ABC licenses will be very popular! Health inspectors will be present all day, so restaurants that set up in front of their stores must understand cold and hot food temperature requirements, have sneeze guards, and use food thermometers. Retailers and services should make an extra effort to draw people in by putting merchandise out on the sidewalk, decorating the door with balloons, etc.

Barracks Row Main Street spends thousands of dollars paying for permit fees and marketing this event and uses hundreds of volunteer hours to pull this festival together. Last year, there were 6000 attendees, so take advantage of this promotion designed to market Barracks Row by putting your best foot forward!



Summer Intern Back to School

Thank you Molly Hartman, summer intern for BRMS, for all your hard work this summer! Molly returned to Wesleyan University in Connecticut in August to start her senior year studying social studies and she plans to graduate in May 2007. While volunteering for Barracks Row Main Street, Ms. Hartman worked on a façade grant for SE Uniform, a window display for Royal Beauty Supply, writing articles for the newsletter, distributing flyers, signing on merchants for the Street Closure Permit, updating the Barracks Row Restaurant Guide, and other projects. We will miss you and wish you the best for your bright future!

Merchant Tips

New customers are coming to Barracks Row every day. Are you keeping your business up-to-date for the Fall shopping and dining season? Here are some tips to keep your business looking exciting and new:

- The more frequently you change your window display, the more excited customers will be to see what you have in store! At minimum, change your windows to showcase a new shipment of merchandise or for a new season.
- Get a new sign – it is the cheapest form of advertising next to your window display!
- Wash your windows and door regularly so everyone can see that you care and what quality food, merchandise, or services you have to offer.
- Clean sidewalks make a good impression, so sweep the sidewalk in front of your store all the way to the curb several times a day, and pull those weeds!
- Replace burned-out light bulbs and increase the wattage of your bulbs. Better yet, improve the spot lights in your display window and replace florescent lights with incandescent fixtures – brighter is better and warmer lighting says you have higher quality goods and services.

Long-Term Parking Available

Mac's Tires has a large parking lot they are renting to drivers for individual parking spaces on a monthly basis. Get your car off the street and stop feeding the meter (or getting ticketed) by parking at Mac's Tires, located at 8th and Virginia Avenue, SE. Call (202) 543-5835.

Small Business Development Classes

e-BIC – The Enhanced Business Information Center offers classes to entrepreneurs and small business owners as well as counseling, usually at no charge. Visit the e-BIC at 901 G Street, NW inside the MLK Library or call (202) 727-2241.

How to Write A Business Plan

Date: September 7, October 5, November 2, and December 7. Cost: Free; Time: 1:00-3:00 p.m.; Place: e-BIC Video Conference Center on Library's A Level

Description: Learn the standard elements of a business plan and the resources available to you. Class will be led by a trainer from DC SBDC.

Get Licensed and Legal

Date: September 5, October 3, November 2, and December 7. Cost: Free; Time: 1:00-3:30 p.m.; Place: Enhanced Business Information Center on Library's 1st Level

Description: Department of Consumer and Regulatory Affairs and Office of Tax and Revenue will hold office hours at the e-BIC.

All about LLC's

Date: September 14, October 12, November 9, and December 6. Cost: Free; Time: 6:00-8:00 p.m.; Place: Enhanced Business Information Center on Video Conference Center on Library's A Level

Description: Learn the legal impact of being a limited liability corporation.

LSDBE Application Office Hours

Date: September 7, October 5, November 2, and December 7. Cost: Free; Time: 1:30-3:30 p.m.; Place: Enhanced Business Information Center on Library's 1st Level

Description: DC's Office of Local Business and Development will answer questions about the LSDBE application so you can sell to the DC Government.

Cut Costs, Increase Profits Using Financial Statements

Date: September 20 – Part I, October 18 – Part II. Cost: Free; Time 6:30-9:00 p.m. Place: e-BIC Video Conference Center on Library's A Level

Description: Learn how to cut costs and create wealth using your business financial statements and ratio statements.

How to Find and Finance Commercial Property

Date: September 19, October 24, and November 28. Cost: Free; Time: 6:00-8:00 p.m.; Place: e-BIC Video Conference Center on Library's A Level

Description: Virginia Asset and the SBA tell you how to buy your business space with a 504 loan.

Introduction to the 7(A) Loan Program

Date: September 18, October 23, and November 27. Cost: Free; Time: 6:00-7:30 p.m.; Place: e-BIC Video Conference Center on Library's A Level

Description: The SBA will introduce you to the 7(a) Loan Program.

Small Business Assistance

DC Small Business Development Center
 DC SBDC University of DC
 DC SBDC Anacostia Economic Development
 Enhanced Business Information Center
 GW University Law School Small Business Clinic
 Georgia Avenue Business Resource Center
 Service Corps of Retired Executives (SCORE)
 U.S. Small Business Administration
 National Women's Business Center
 DC Bar Probono
 Southeastern University Center for Entrepreneurship

Phone

(202) 806-1550
 (202) 274-7030
 (202) 889-5090
 (202) 727-2241
 (202) 994-7463
 (202) 545-0220
 (202) 272-0390
 (800) 659-2955
 (202) 785-4922
 (202) 737-4300
 (202) 478-8231

Website

dcsbdc.org
dcsbdc.org/locations.htm
dcsbdc.org/locations.htm
restoredc.dc.gov/ebic
www.law.gwu.edu
br.dc.gov/gabrc
www.scoredc.org
www.sba.gov
www.womensbusinesscenter.org
www.dccbar.org
www.seu.edu

Eight Rules for Good Customer Service

by Barbara Wold

Good customer service is the lifeblood of any business. You can pay for marketing, offer promotions, and slash prices to bring in as many new customers as you want, but unless you can get some of those customers to come back, your business won't be profitable for long.

Good customer service is all about bringing customers back and sending them away happy so they pass along positive feedback about your business to others, who may then try your products or services and become repeat customers as well. If you're a good salesperson, you can sell anything to anyone *once*. But it will be your customer service approach that determines whether or not you'll be able to sell that person *anything else*. The essence of good customer service is forming a relationship with a customer – a relationship that he or she would like to pursue.

Providing good service doesn't have to be complicated. Here are eight simple rules to customer service success:

- 1. Answer your phone professionally.** Make sure that someone with a pleasant voice is picking up the phone when someone calls your business.
- 2. Don't make promises unless you *will* keep them.** Reliability is one of the keys to any good relationship, and good customer service is no exception.
- 3. Listen to your customers.** Let your customers talk and show them that you are listening by making the appropriate responses, such as suggesting certain merchandise or how to solve a problem.



Jose Amaya and Hilda Amaya invite you to visit Las Placitas to try their new menu

Color My World

Las Placitas brightened up its façade this summer by repainting it in vibrant apricot and teal. Look what a dramatic difference a coat of paint can make – and it draws new customers too!

4. Deal with complaints. Give a customer complaint your attention; you may be able to please this person one time and position your business to reap the benefits of good customer service.

5. Be helpful – even if there is no immediate profit in it. The other day Jane popped into a local watch shop because she had lost a small pin that clips her watchband together. When she explained the problem, the proprietor said that he thought he had one lying around. He found it, attached it to her watchband, and charged her nothing! Where do you think Jane will go when she needs a new band or even a new watch? And how many people do you think she has told this story to?

6) Train your staff to *always* be helpful, courteous, and knowledgeable. Give every member of your staff enough information and power to make those small customer-pleasing decisions so that they never say, “I don't know.”

7) Take the extra step. Lead the customer to an item he or she is seeking instead of pointing them to the aisle. Better yet, wait to see if the person has questions or any further needs. Whatever the extra step may be, if you want to provide good customer service, take it.

8) Throw in something extra. Whether it is a coupon for a future discount, additional information on how to use a product, or a genuine smile, people love to get more than they expect.

If you apply these eight simple rules consistently, your business will become known for good customer service. And the best part? Over time, it will bring in more new customers than marketing and promotions ever could!

New Façade Design Guidelines Available

The Design Committee has completed the *Barracks Row Façade Design Guidelines* thanks to grants from the DC Department of Housing & Community Development and the National Trust for Historic Preservation. The guidelines are meant to be an overview of good maintenance and preservation for the historic buildings on Barracks Row since it lies within the Capitol Hill Historic District. All merchants and building owners should have a copy; and you can pick one up at the BRMS office or download a PDF from the Design page on the website.

Calendar of Events

September 2006

September 5 – Design Committee meeting; 6:30 p.m. in the BRMS office

September 6 – Economic Revitalization Committee meeting; 8:30 a.m. at NCB

September 9 – *Second Saturday*; 6:00-10:00 p.m. on Capitol Hill

September 12 – Promotion Committee meeting; 7:00 p.m. in the BRMS office

September 13 – Board of Directors meeting; 8:30 a.m. at NCB

September 16 – ***Barracks Row Fest***; 11:00-5:00 p.m.

September 26 – Organization Committee meeting; 8:30 a.m. at NCB

October 2006

October 3 – Design Committee meeting; 6:30 p.m. in the BRMS office

October 10 – Promotion Committee meeting; 7:00 p.m. in the BRMS office

October 11 – Board of Directors meeting; 8:30 a.m. in the BRMS office

October 14 – *Second Saturday*; 6:00-10:00 p.m. on Capitol Hill

October 24 – Organization Committee meeting; 8:30 a.m. at NCB

November 2006

November 1 – Economic Revitalization Committee meeting; 8:30 a.m. at NCB

November 7 – Design Committee meeting; 6:30 p.m. in the BRMS office

November 8 – Board of Directors meeting; 8:30 a.m. at NCB

November 11 – *Second Saturday*; 6:00-10:00 p.m. on Capitol Hill

November 14 – Promotion Committee meeting; 7:00 p.m. in the BRMS office

November 21 – Organization Committee meeting; 8:30 a.m. at NCB

Volunteer for Barracks Row Main Street and help us complete our work plans!

Barracks Row Main Street

733 ½ 8th Street SE

Unit A

Washington, DC 20003